



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

## Contract # 187727

**Schedule Dates** 09/10/12-09/16/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** KAINE FOR SENATE 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Beale, Rachael  
**Phone/Fax** /  
**CPE** KAINE/US SENATE 2012/EST 11224  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** 9/10-9/16/2012

**Date Entered** 06/05/12  
**Last Modified** 09/07/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,462.50  
**Net Total** \$59,287.50  
**Sales Tax**

### WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2012	43	\$69,750.00
<b>Grand Total:</b>	<b>43</b>	<b>\$69,750.00</b>

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1.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1							1	\$350.00	\$350.00	WJLA Arlington (WJLA)		6/5/12
2.0	Normal Line / SPOT	09/10/12-09/14/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1		1	1	1			4	\$900.00	\$3,600.00	WJLA Arlington (WJLA)		6/5/12
3.0	Normal Line / SPOT	09/10/12-09/14/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1		1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		6/5/12
4.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1		1	\$250.00	\$250.00	WJLA Arlington (WJLA)		6/5/12
5.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	9A- LIVE!				1					1	\$350.00	\$350.00	WJLA Arlington (WJLA)		6/5/12
6.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	10:58A- ABC--THE VIEW					1					\$600.00		WJLA Arlington (WJLA)		6/5/12
6.0.1	Closed Preempt	09/13/12															WJLA Arlington (WJLA)	No Avail/Exception -	
7.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON						1				\$400.00		WJLA Arlington (WJLA)		6/5/12
7.0.1	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1								\$300.00		WJLA Arlington (WJLA)		6/5/12
8.0.1	Closed Preempt	09/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Exception -	
9.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	12:57P- ABC--THE CHEW				1						\$400.00		WJLA Arlington (WJLA)		6/5/12
9.0.1	Closed Preempt	09/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
10.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	49356- ABC--GENERAL HOSPITAL					1				1	\$500.00	\$500.00	WJLA Arlington (WJLA)		6/5/12
11.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	44923- ANDERSON COOPER SHOW		1				1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)		6/5/12
12.0	Normal Line / SPOT	09/10/12-09/14/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1		1	1	1				\$1,400.00		WJLA Arlington (WJLA)		6/5/12
12.0.1	Closed Preempt	09/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
12.0.2	Closed Preempt	09/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
12.0.3	Closed Preempt	09/13/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
12.0.4	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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13.0	Normal Line / SPOT	09/10/12-09/14/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1		1	1	1				\$1,400.00		WJLA Arlington (WJLA)		6/5/12
13.0.1	Closed Preempt	09/10/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.2	Closed Preempt	09/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.3	Closed Preempt	09/13/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0.4	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
14.0	Normal Line / SPOT	09/10/12-09/14/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1		1	1	1			4	\$2,500.00	\$10,000.00	WJLA Arlington (WJLA)		6/5/12
15.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11:35P- ABC-ABC NIGHTLINE		1								\$500.00		WJLA Arlington (WJLA)		6/5/12
15.0.1	Closed Preempt	09/10/12															WJLA Arlington (WJLA)	No Avail/Exception -	
16.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	11:35P- ABC-ABC NIGHTLINE					1					\$500.00		WJLA Arlington (WJLA)		6/5/12
16.0.1	Closed Preempt	09/13/12															WJLA Arlington (WJLA)	No Avail/Exception -	
17.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		6/5/12
18.0	Normal Line / SPOT	09/10/12-09/13/12	3	:30	6:58P- WHEEL OF FORTUNE		1			1				2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		6/5/12

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19.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	7:27P- JEOPARDY				1		1			2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		6/5/12
20.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	10P- ABC--20/20						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		6/5/12
21.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	8P- ABC--SECRET MILLIONAIRE								1		\$5,000.00		WJLA Arlington (WJLA)		6/5/12
21.0.1	Closed Preempt	09/16/12															WJLA Arlington (WJLA)	Program Change/Exception -	
22.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		6/5/12
23.0	Normal Line / SPOT	09/15/12-09/15/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		6/5/12
24.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	9P- ABC--MODERN FAMILY				1					1	\$7,500.00	\$7,500.00	WJLA Arlington (WJLA)		6/5/12
25.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	6P- ABC--ABC WORLD NEWS TONIGHT								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		6/5/12
26.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	53001- ABC--KATIE COURIC		1		1	1	1			4	\$800.00	\$3,200.00	WJLA Arlington (WJLA)		6/6/12
27.0	M/G For 21.0.1 / SPOT	09/16/12-09/16/12	4	:30	8P- ABC--REVENGE								1	1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/15/12
28.0	M/G For 12.0.1,12.0.2,12.0.3,12.0.4 / SPOT	09/10/12-09/14/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	4	X	X	X	X	X			4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/7/12

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30.0	M/G For 7.0.1 / SPOT	09/12/12-09/14/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1			X	X	X			1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/7/12
31.0	M/G For 15.0.1 / SPOT	09/11/12-09/13/12	3	:30	11:35P- ABC--ABC NIGHTLINE	1		X		X				1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/7/12

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